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EPTEMBER 1956

the Wisconsin Architect

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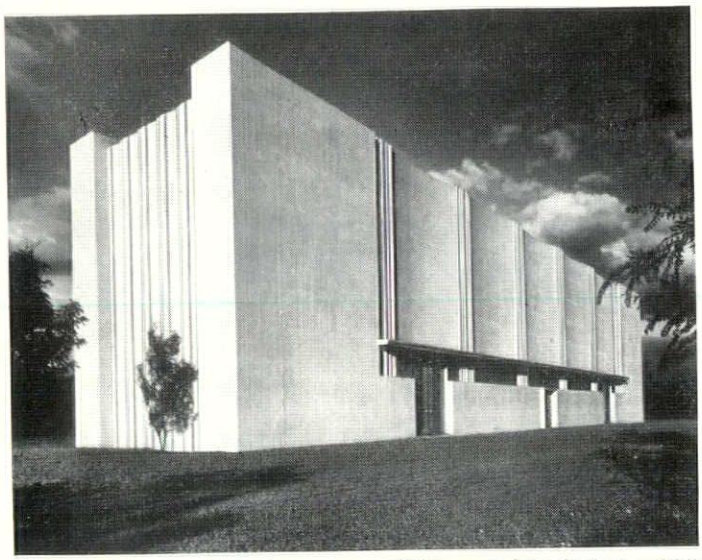
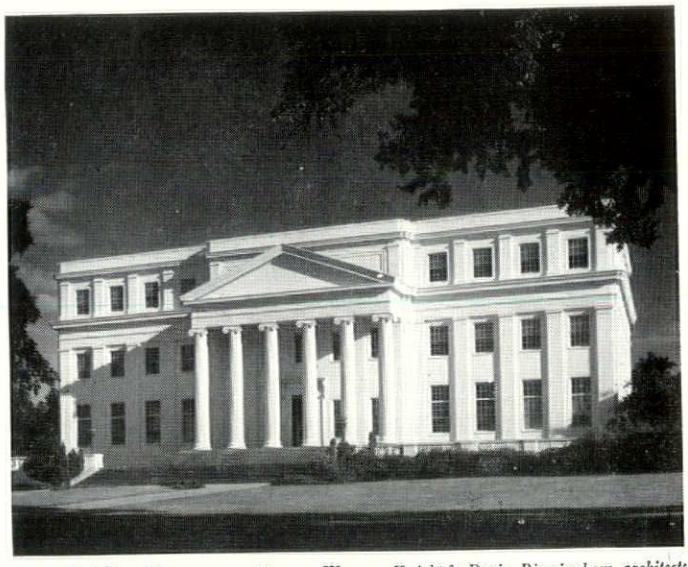
Conference Speaker — A.I.A. Pres. Leon Chatelain, Jr.



Pumping station, Spokane, Wash. *Whitehouse & Price, Spokane, architects*



Public building, Montgomery, Ala. *Warren, Knight & Davis, Birmingham, architects*

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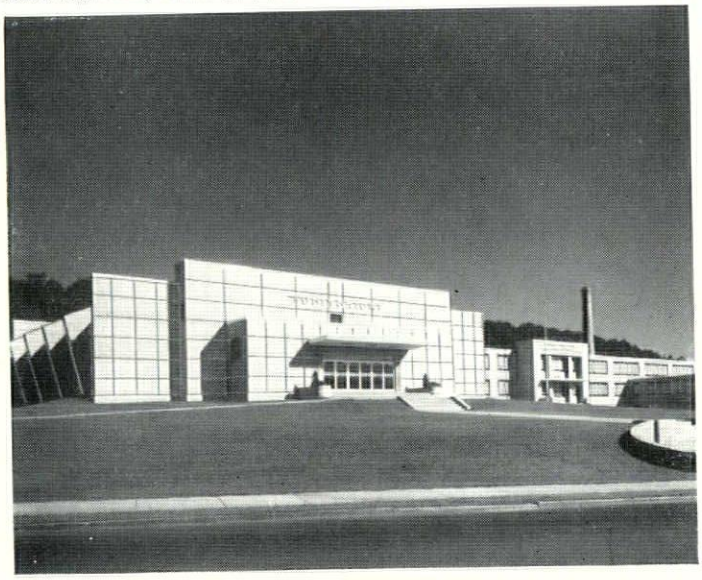
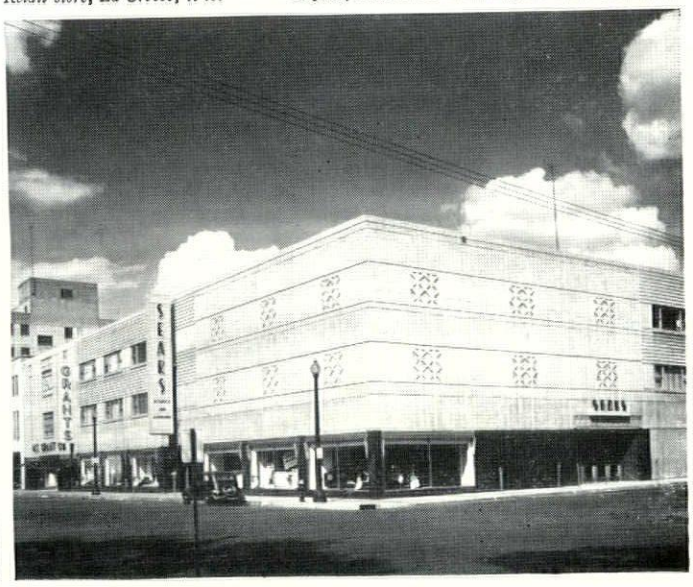
Junior high school, Williamsport, Pa. *D. H. Grootenboer, Williamsport, architect*



Retail store, La Crosse, Wis. *Boyum, Schubert & Sorensen, La Crosse, architects*



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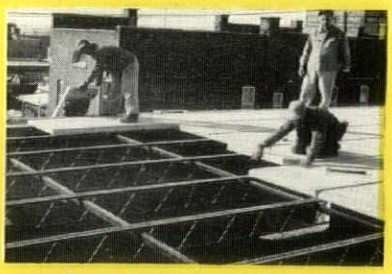
This supermarket roof in Mankato, Minnesota, went on in January at zero degrees in one day and a half with a five man crew. The ZONATILE roof of the building, designed by architects, Wick & Stansfield, Mankato, was ready for built-up roofing immediately after placement of the tile and grouting of the joints.

The tile are elevated directly from trailer to roof by means of a powered conveyor as fast as the men can receive them.

The lightweight (50 lb.) tile, easily handled by one man, is laid directly on the bar joists spaced 36" O.C. forming safe walking surface for workmen.



Roof is closed in rapidly by small crew butting tile against tile in tight, uniform rows across the entire deck.

Zonatile short span CONCRETE ROOF TILE

ZONATILE SHORT SPAN CONCRETE ROOF TILE forms the deck and provides adequate insulation in one material—one operation. The lightweight, reinforced vermiculite concrete tile cannot rot or decompose and is completely incombustible. It is easily cut to any necessary odd shape.
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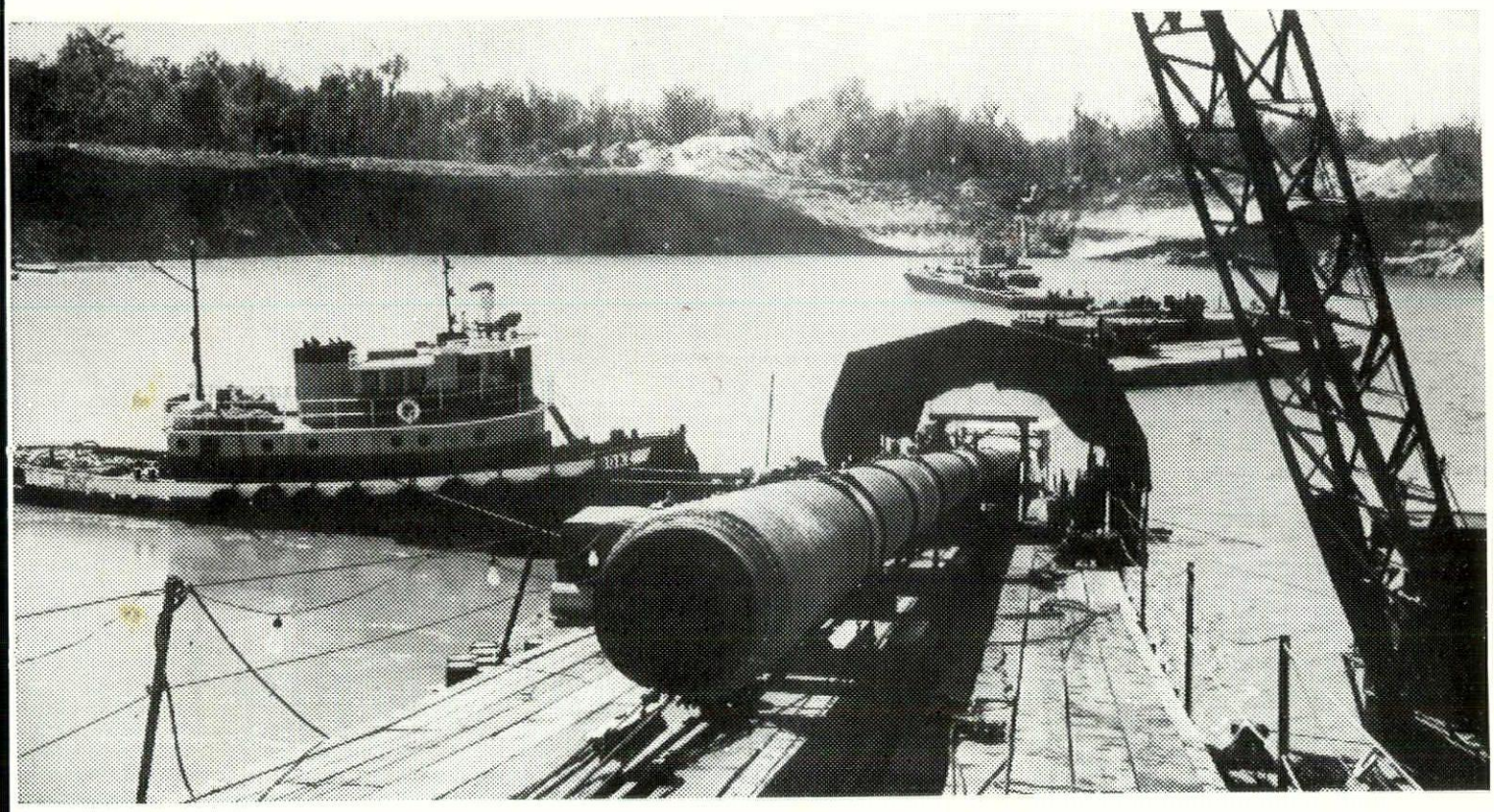

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$1,700 Scholarships in Architecture

Tuition Awards Made to Wisconsin Students

Tuition awards for 1956-57, totaling $1,700.00, have been made by the Wisconsin Architects' Foundation to eleven Wisconsin students attending out-of-state schools. Award winners announced by Francis J. Rose, President, are the following:

University of Illinois — Wayne H. Haney, Kenosha; Ralph Schutz, Appleton; Joel Van Ryzin and Ronald A. Perner, both of Milwaukee.

Yale University — Robert N. Strass, Milwaukee.

University of Kansas — John Carl Wilson, Madison.

Harvard University — Ronald Kolbe, Menomonee Falls.

Iowa State College — Richard J. Knothe, La Crosse.

Miami University — Paul Christiansen, Milwaukee.

University of Notre Dame — Robert Erdman, Milwaukee.

The Catholic University of America — Kenneth Resheske, Oshkosh.

Selection of candidates for awards followed recommendations by the Deans of the Schools of Architecture attended by the students honored. Tuition awards were first made in 1954. In April of that year, the Foundation announced to all accredited Schools of Architecture its desire to grant tuition assistance for

(Continued on Page 6, Column 1)

COVER COMMENT

This month's cover pictures the current leader of the American Institute of Architects, Leon Chatelain, Jr. A resident of Washington, D. C., where he heads the firm of Chatelain, Gauger and Nolan, the A. I. A.'s top man is highly regarded throughout the profession. His speech at the North Central States Regional Conference banquet will be one of the highlights of the event.

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American Institute of Architects
828 N. Broadway, Milwaukee 2, Wis., BR. 2-0822

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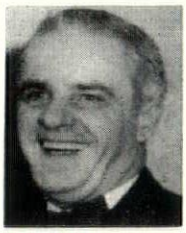


By Arthur O. Reddemann
President, Wisconsin Chapter, A.I.A.

Vacation season is about over and it is my hope that those who managed to have one enjoyed themselves.

On July 3, 1956, Francis J. Rose, President of the Wisconsin Architects Foundation appealed for some financial aid. May we help him on this; it is really needed.

The Board meeting held on August 10 was an excellent meeting. We had a full committee. We received into membership two corporate members, two associates and one junior associate. Two names were sent to the Wisconsin Industrial Commission at their request for nominees to the Registration Board.

Our Secretary reports some junior associates have not paid their dues for 1956 nor have they answered his notices.

During the month our Regional Director, Bryant E. Hadley of Springfield, Ill., met with your Regional Convention Committee.

Some junior associates have not replied to the notices sent to them regarding their advancement to Associateship. Get behind our Secretary and please reply.

1957 is the 100th year of the A.I.A. and we will recognize that at our Convention in some manner.

Some more advertising has appeared on the part of some A.I.A. members, this does not go unnoticed and action will be taken. Please desist, the mandatory rules do not allow it. See A.I.A. Document 330, II, paragraph 8. There is plenty of work for all. Remember, we are professional people. Your Board was forced to turn down an ad which was solicited in a trade journal, so why should individuals persist in doing this type of thing?

A brochure on architects has been worked out by a committee composed of T. L. Eschweiler, Joseph J. Weiler and Maurey Lee Allen and will be available soon. They did an excellent job and should be commended. More on this later.

Please let me say that I have an excellent organization to work with and each and every one of us can be proud of them. The Board meeting lasted a full day and much was done.

A committee has been appointed to serve on the fall school conference to be held in Madison.

We are also busy on our nominee for a Fellowship and we should have another when the report is presented to the College of Fellows.

The next Board meeting will be on September 10. If anyone has anything to report, send the information to our Secretary or to me. Our meetings are always held on the second Friday of the month.

Design and Promotion

Delegates Will Learn About Helping Themselves at North Central States Regional Conference in Milwaukee

An interesting and informative program has been arranged, prominent speakers have been obtained, and several additional features are on tap for delegates to the 1956 North Central States Regional Conference, which will be held at the Pfister Hotel in Milwaukee on September 28-29.

Theme of the conference is "Design and Promotion", and subjects to be discussed fall into this category. It was chosen because of its almost universal appeal and significance to all architects, large and small.

Committees, headed by Frederick Schweitzer, of Milwaukee, the event's general chairman, have been hard at work for several months, planning the conference and obtaining speakers designed to present the type of message of interest and significance to architects.

Heading the list of distinguished visitors who will feature the speaking slate is Leon Chatelain, of Washington, D. C., president of the American Institute of Architects. Other big names in the profession who will speak to delegates are Walter A. Taylor, Washington, D. C., Director of Education and Research of the A.I.A.; Donald H. Honn, of Tulsa, Okla., a nationally-recognized, prize-winning architect; Jack L. Follett, Seattle, Wash., chief designer of Milwaukee's Capitol Court; and Harper Richards, Chicago, a widely-known designer for industry.

The conference will get under way at 9:30 A.M. on Friday, Sept. 28, with an address of welcome by Pres. Arthur O. Reddemann, of the Wisconsin Chapter. At 10:00 A.M. a seminar, headed by Harper Richards, will discuss "Commercial Remodeling That Pays." At 11:30 A.M. there will be a viewing of exhibits, and at 12:30 P.M. a luncheon will be held.

Principal speaker at the luncheon will be Walter A. Taylor, who will be introduced by Bryant Hadley, North Central States Regional Director. Following lunch another period, until 2:30 P.M., will be devoted to viewing exhibits.

Feature of the afternoon is the seminar at which Donald H. Honn will speak. It is scheduled to start at 2:30 P.M. His subject will be "The Architect and the Merchant Builder". Following the seminar, another period is set aside for viewing exhibits.

Watching "Theater in the Round" at Marquette University will occupy the social schedule on Friday evening, Schweitzer reported.

Activities will get under way on Saturday, Sept. 29, with a Chapter President's breakfast at 8:00 A.M., but the program for other delegates will start at 9:00 A.M. with viewing of exhibits. The morning feature, a seminar on the subject of "The Regional Shopping Center", will be conducted by Jack L. Follett. Following this, delegates are invited to return to the exhibits.

The Saturday luncheon will be held at 12:30 P.M., and the principal address here will be given by Walter E. Kroening, vice president of Capitol Court. It will follow the luncheon. At 2:30 P.M. delegates will be taken on a conducted bus tour to the shopping center, located on Milwaukee's northwest side. After the tour they will be transported back to the hotel.

Climaxing the conference are the events of Saturday evening. At 6:00 P.M. a cocktail hour will be held, immediately preceding the Conference Banquet, which is slated to begin at 7:00 P.M. Here, the principal speaker will be President Leon Chatelain.

All delegates are invited and urged to participate, by questioning, in all of the various seminars, and to introduce information that will contribute to the general good of the architectural profession.

A total of 34 exhibitors have taken space in which to display samples of their products, and the program permits ample time for inspection by any interested delegate.

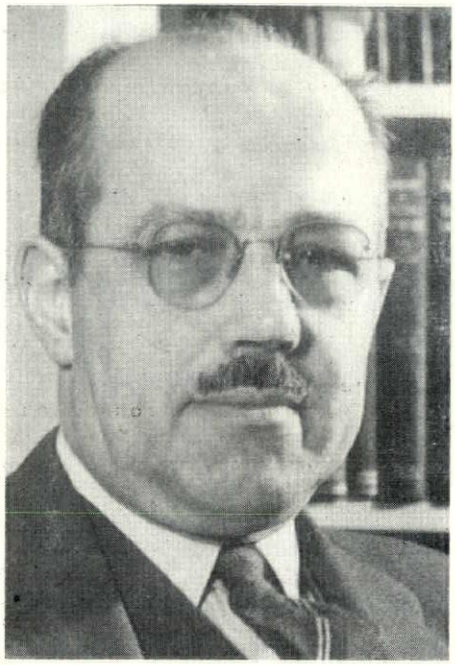
Registrations will be taken from 8:30 A.M. to 5:00 P.M. on both days of the conference.

Among exhibitors are:

Pittsburgh Plate Glass Co.; Mid-States Concrete Products Co.; Shannon Floor Co.; General Fire Equipment Co.; Hotpoint Co.; Bradley Washfountain Co.; Formica Corp.; F. W. Boelter Co., Inc.; Portland Cement Assn.; Badger Lightweight Products Co.; The Mosaic Tile Company; Building Products Division of Lurie Glass Company; Charles Bruning Co., Inc.; Gas Sales Section of Wisconsin Utilities Association; Electric division of Wisconsin Utilities Association; Marmet Corporation; Shaw-Perkins Mfg. Co.; Inland Steel Products Company; W. H. Pipkorn Co.; Edward T. VerHalen, Inc.; Cyclotherm Division of National-U. S. Radiator Corp.; Josam Mfg. Co.; Romany Tile, Sparta Ceramics and Ceratile; A. C. Horn Co.; Wauwatosa Fuel & Supply Company; Equipment Corp. of Wisconsin; Mackin Venetian Blind Co.; Donald Partition Co.; S & S Sales Corporation; and Tnemec.

CONFERENCE SPEAKERS

THESE MEN WILL FEATURE 1956 NORTH CENTRAL STATES REGIONAL CONFERENCE



WALTER A. TAYLOR

. . . Director, Department of Education and Research, A.I.A. . . . charter member Architectural Guild of America . . . author articles on Oriental and church architecture . . . editor Bulletin of A.I.A.

DONALD H. HONN

. . . Head of graduating class University of Illinois 1941 . . . Designed Meadowbrook Country Club, Tulsa, which merited 1955 "Progressive Architecture" award . . . Architect for $30,000,000 Havana Housing Project, 1956.

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LEON CHATELAIN, JR.

. . . President, American Institute of Architects . . . past president Washington Board of Trade and D. C. Society for Crippled Children . . . A.I.A. Fellow . . . Heads architectural firm of Chatelain, Gauger and Nolan, Washington, D. C.

JACK L. FOLLETT

. . . Chief designer for Capitol Court . . . Now designing regional centers in New Jersey, Massachusetts and Ohio . . . architect-in-charge of John Graham and Company's New York office.

Grants . . .

(Continued from Page 3, Column 3)

Wisconsin students who are obliged to pay out-of-state tuition fees, since the State University at Madison provides no School of Architecture. This policy was agreed upon by the Directors of the Foundation after lengthy correspondence with the Deans of Schools of Architecture in three great midwestern Universities.

Responses from Educators continue to be enthusiastic:

"This type of fine encouragement to capable young men of Wisconsin to continue a high standard of work in the field of architecture is most encouraging. The Foundation's fine professional attitude and generosity is much appreciated by those of us in the Department of Architecture at the University of Kansas", *George M. Beal, A.I.A., Head, June 22, 1956.*

"I am happy indeed to know of the excellent work of your Foundation in aid to Wisconsin boys . . .", *Norman T. Newton, Chairman Department of Architectural Sciences, Harvard University, June 22, 1956.*

"Please convey to the Officers of the Wisconsin Architects' Foundation, the appreciation of our Faculty for the interest and support that they are giving to Wisconsin students attending our School", *Leonard Wolf, Head of Department of Architecture and Architectural Engineering, Iowa State College, Feb. 27, 1956.*

"Assistance with the costs of his schooling, will be very helpful, in permitting _____ to concentrate that much more of his time and effort in his final year, and we certainly make this recommendation.

"With sincere best wishes and appreciation of your interest in the training of young architects, I am, Cordially yours," *Thomas H. Locraft, Head Department of Architecture, The Catholic University of America, June 26, 1956.*

Grateful acknowledgments are also received from the award winning Students. Typical statements are the following:

"I want to take this opportunity to thank the Foundation for this grant. I will endeavor to be worthy of your confidence and interest", *Wayne H. Haney, Kenosha, Wisconsin, Winner of Jr. Class Honors at the University of Illinois, July 16, 1956.*

"I appreciate not only the award, but the confidence in my future that it expresses. I will strive to remain worthy of this confidence in my future practice as well as in my school work", *Robert N. Strass, Milwaukee, Wisconsin, Yale University, June 22, 1956.*

Finances of the Foundation are in reasonably satisfactory condition, according to Theodore L. Eschweiler, Treasurer of the Foundation.

"Shortly after the Foundation was incorporated on May 18, 1953," reports Mr. Eschweiler, "it received a grant of $6300.00 from the Wisconsin Architects' Association. Of this sum, $4000.00 was allocated for investment, only the proceeds of which were to be available for Foundation purposes. In 1955, a gift of 1,000.00 by William G. Herbst was likewise added to such investment fund. Thus

(Continued on Page 9, Column 2)

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North Central States Regional Conference Program

FRIDAY, SEPTEMBER 28, 1956

8:30 A.M. - 5:00 P.M. — Registration

9:30 A.M. Welcome by Arthur O. Reddemann, President, Wisconsin Chapter, A.I.A.

10:00 A.M. Seminar. Harper Richards. "Commercial Remodeling That Pays"

11:30 A.M. Viewing of Exhibits

12:30 P.M. A.I.A. Luncheon
Walter A. Taylor, A.I.A. Director of Education and Research
North Central States Regional Director
Bryant Hadley

2:00 P.M. Viewing of Exhibits

2:30 P.M. Seminar. Donald H. Honn. "The Architect and the Merchant Builder"

4:00 P.M. Viewing of Exhibits

8:00 P.M. "Theater in the Round" Party — Marquette University

SATURDAY, SEPTEMBER 29, 1956

8:00 A.M. Chapter President's Breakfast
Rose Room (Dutch Treat)
Bryant Hadley

8:30 A.M. - 5:00 P.M. — Registration

9:00 A.M. Viewing of Exhibits

10:00 A.M. Seminar. Jack L. Follett. "The Regional Shopping Center"

11:30 A.M. Viewing of Exhibits

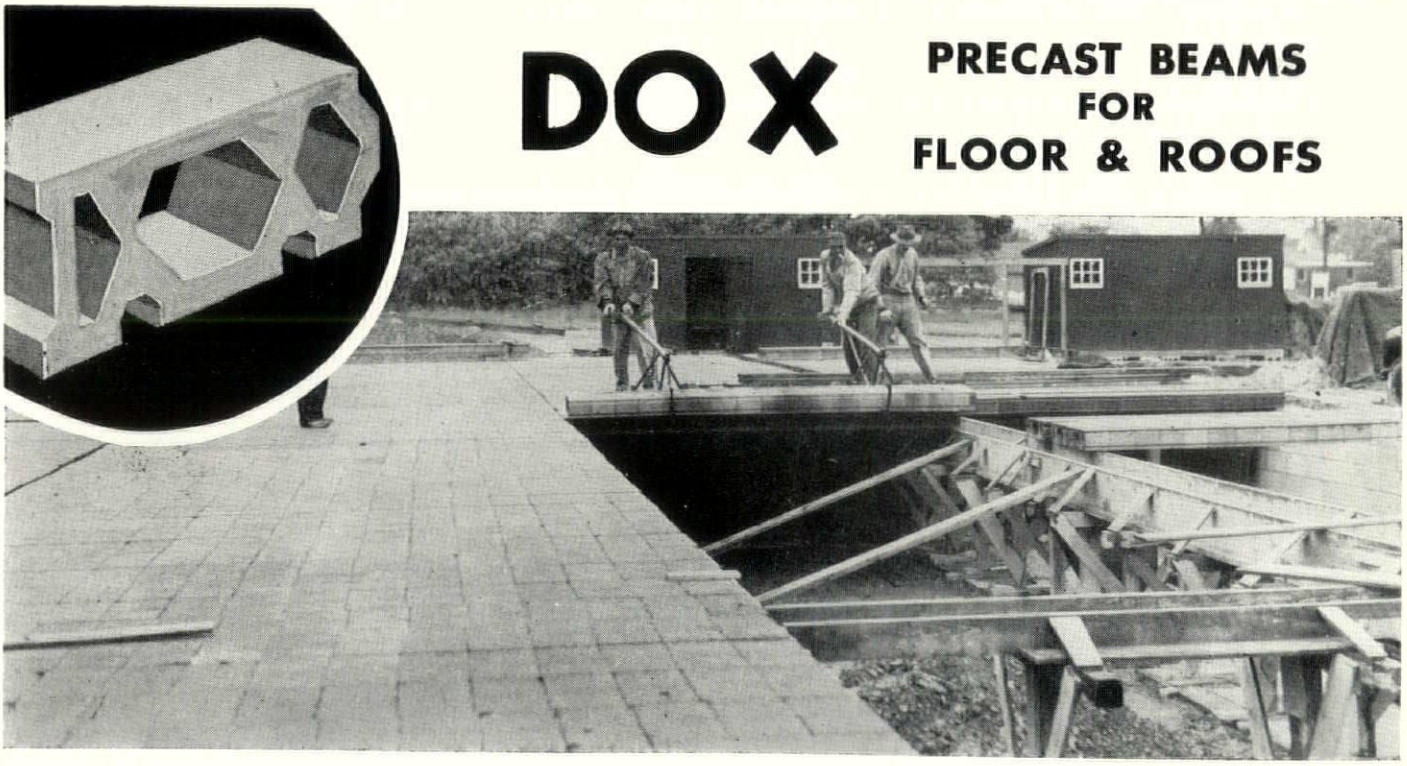
12:30 P.M. Luncheon
Walter E. Kroening, Vice President, Capitol Court

2:00 P.M. Tour of Capitol Court

4:30 P.M. Board busses to return to Pfister Hotel

6:00 P.M. A.I.A. Cocktail Hour in Exhibit Area

7:00 P.M. Convention Banquet
Speaker, Leon Chatelain, Jr., President American Institute of Architects



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TWO NEW BOOKLETS TO BE PRINTED SOON

Two new booklets designed to be of service to members of the Wisconsin Architects Association are now in the process of preparation.

One is a complete documented presentation on how groups or individuals go about retaining an architect, and what they can expect. It includes such categories as "The Architect's Responsibility", "The Client's Responsibility", "Costs," and others. It gives an explanation of the fee structure, and, in general, offers a ready explanation of why it is best to retain an architect.

The other is a picture booklet entitled, "When You Want to Build". It includes a step-by-step pictorial story of the various phases of a client's desire to build through the completed building. It will also include photos of some of the best work of Wisconsin A.I.A. members.

Kuebler to Distribute Storm Doors

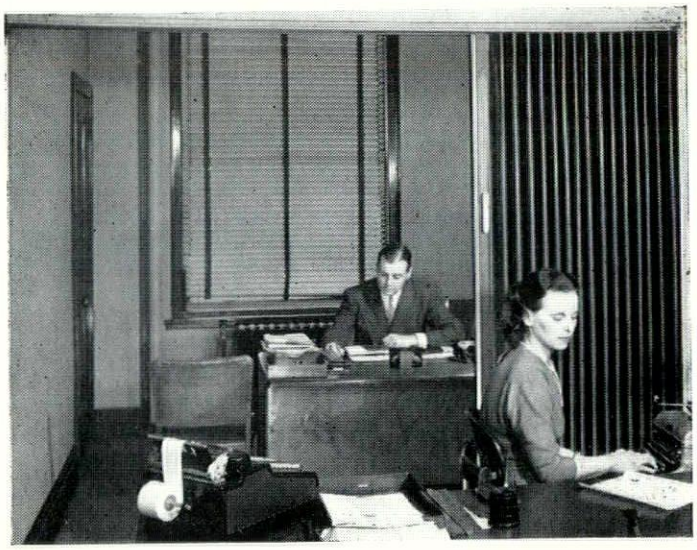
Two well-known and highly respected names in the building material field were linked together recently when it was announced that the J. M. Kuebler Co., manufacturers and distributors of fine quality millwork for 44 years, of Wausau, Wisconsin, have been appointed exclusive assemblers and distributors in Wisconsin for the Alwintite line of combination storm windows and storm doors.

Alwintite combination windows and doors are manufactured by General Bronze Corp., Garden City, N. Y., one of the largest producers of aluminum windows and curtain walls in the world, serving the construction industry for over 45 years.

Incorporating a new idea in this area, the Kuebler Company will offer Alwintite combination storm windows and doors completely assembled and attached to its standard line of prime double hung and gliding wood windows. Until recently most installations had to be made after the windows were installed in the home.

According to Mr. Sidney Winnig, General Manager of J. M. Kuebler Co., this special service will prove a real convenience to builders and should result in worthwhile savings of time and labor as carpenters will now be able to install the primary and combination storm window together as a single unit.

Mr. Winnig expects that the complete line of Alwintite combination storm windows and doors will soon be available through building supply dealers and builders throughout the State of Wisconsin, and upper Michigan.



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THREE ASSOCIATES ACCEPTED INTO W.A.A.

Three new associates were accepted into membership in the Wisconsin Architects Association last month.

The three are Heinz Brummel and Steve Demeter, both of Milwaukee, and Matthias R. Goebel, of Racine.

An interesting sidelight is that both Brummel and Demeter are natives of Europe, the former being born in Germany and the latter in Yugoslavia.

HONOR AWARDS PROGRAM PLANS NEAR COMPLETION

Plans for the Biennial Honor Awards Competition are now nearing completion, it was announced last month by Maurey Lee Allen, Appleton, chairman of the project.

Judges for the competition are Ambrose M. Richardson, Champaign, Ill.; Alden B. Dow, Midland, Mich.; and Winston Elting, of Chicago.

More information, including a complete story of the program, will be carried in later issues of The Wisconsin Architect.

Grants . . .

(Continued from Page 6, Column 2)

far in 1956, Sustaining Contributions have amounted to $660.00 and Memorial Contributions in tribute to deceased Wisconsin Architects and others, have totaled $186.00.

Earnings by way of dividends from the Investment Fund have totaled $92.50 this year, with a like amount expected in December. We hope that by the end of this current year, each member of the Wisconsin Architects' Association will make his annual Sustaining Contribution to the Foundation, and thus participate in our efforts to aid Wisconsin students of architecture."

With respect to the cost of operation, Mr. Eschweiler stated that the Foundation's expenses are limited to the printing of its stationery, gift booklets and acknowledgment cards and the postage for its mailings. Stenographic and legal services have been contributed by Wisconsin Architects' Association Counsel, Gerald J. Rice, and the office of Grellinger & Rose, and the only other items paid for are bond premiums and accountant's fees for auditing and tax reports.

Contributors to the Foundation for 1956 are the following, as listed by Mr. Eschweiler:

Sustaining Contributors

Don Hougen, Gerrit DeGelleke, Larson & Playter, Durant & Bergquist, Frank C. Shattuck, Schubert, Sorenson & Associates, Harry Bogner, E. F. Klingler, Charles Haeuser, North Milwaukee Lumber & Supply Co., Francis S. Gurda, Brust and Brust, Jack Russell, Ebling Plunkett & Keymer, Arthur O. Reddemann, Grellinger & Rose, Grassold & Johnson, Wisconsin Archtects Association, Eschweiler & Eschweiler, Fritz von Grossmann, Gerald J. Rice, Ted Simons & Sons, Inc., Herbst & Herbst, George G. Lefebre.

Memorial Contributors

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Mr. Eschweiler promised that contributions received after the publication of this article will be reported in future issues of The Wisconsin Architect.

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BUILDING CARAVAN BEGINS LONG TOUR

The premier showing of Producers' Council's new Home Building Caravan took place in Washington, D. C. at the Mayflower Hotel on August 30. This year's traveling exhibition in addition to showing products will also present many new and different ideas, which builders can utilize in the construction of their houses.

From Washington the Caravan will begin a nationwide tour that will take it to 37 other major cities in which the Council operates chapters. These local groups will act as hosts at each showing. The exhibition will travel over 15,000 miles during a 7-month period. With the cooperation being received from the National Association of Home Builders and its local affiliated associations, Council members expect the exhibition to be seen by over 15,000 home builders.

The new Caravan is the third to be sent on the road by the manufacturers' organization since the spring of 1954, but it is the first with a home building theme. The two previous exhibitions were directed to audiences of architects.

BROCHURE EXPLAINS ABOUT MICROLITE

Microlite Insulation, its performance and uses, is described in a new four-page brochure recently released by L.O.F. Glass Fibers Company.

In addition to thermal and acoustical performance charts, this printed piece gives a brief description of how Microlite is made, and what it is made of. Microlite's many uses are presented; among them: Heating and Air Conditioning Systems, Mobile Homes, Appliances and other industrial and commercial applications.

MILWAUKEE DIVISION TO MEET ON SEPT. 20

A meeting of the Milwaukee Division will be held on September 20 at the John Ernst Cafe.

A highlight of the meeting will be the showing of the film, "Architecture — U.S.A.".

All Milwaukee Division members are urged to attend.

"As Others See Us..."

By ROBERT C. JOHNSON

This is the second article in a new feature series, entitled "As Others See Us." It will include comments and impressions of architects and the architectural profession by people who work with and for architects. In some cases — when requested — authors will be kept anonymous. Sole purpose of the series it to strive for the betterment of the profession, and to enable architects to see themselves as others see them. The following was written by Robert J. Strass, widely known Milwaukee structural engineer. — EDITOR

After working 37 years for, with and sometimes against (God forbid) architects, near architects and so called (by many names) architects, I am happy to make a few observations.

There is a rumor that the architects and engineers are having a family squabble over who is to eat the owner's cake. This is a natural result of growing up and is only a passing phase of growth. Thirty-five years ago a large percentage of structural engineering design was furnished free of charge to the architects (but not to the owners) by the bridge companies or the bar companies. Today this work is being done by engineers employed either directly or as consultants (by the archtects). The mechanical engineering designs are just passing through this stage of progress now.

The general contractors were just as reluctant to employ engineers as the architects, but they too have seen the light in recent years and are seeking for more engineers every year. Who could guess my profession?

I am thankful the good old days are almost gone when the architect prided himself on the area of the contractor's skin he hung on the owner's nice new wall, and the contractor bragged about the footings that just didn't happen to be under that wall. Even an armed truce is preferable to a hot war.

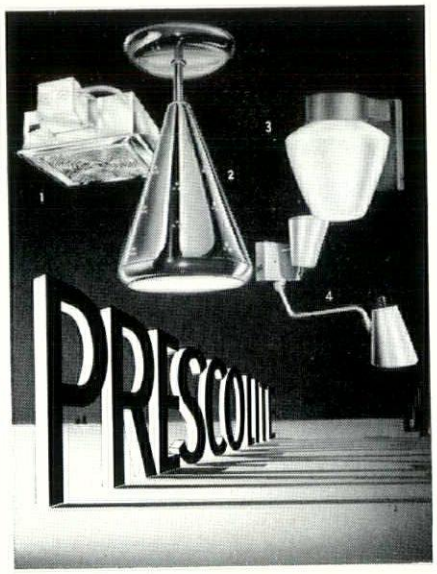
There is, however, an unfortunate trend in modern architecture to accept anything that is new, so long as it is different; such as:

1. Flush copings — result: leaks
2. Metal and Glass Walls — result: leaks
3. Glazed tile exteriors — result: cracks and leaks

These are all durable materials for these uses, but their satisfactory assembly into finished structures had not been properly analyzed and detailed when they first came into use. Of course, the contractor was to blame! Praise Allah for silicone and plastic putty!

Yes, the architects, engineers, and contractors have changed for the better and it has been a pleasure to be associated with the architects through all these years of change.

A cocktail lounge is a half-lit room, full of half-lit people.



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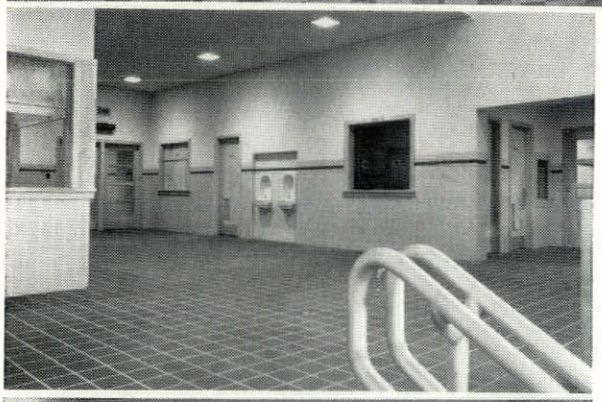

Holy Cross School Corridors
Kaukauna, Wisconsin

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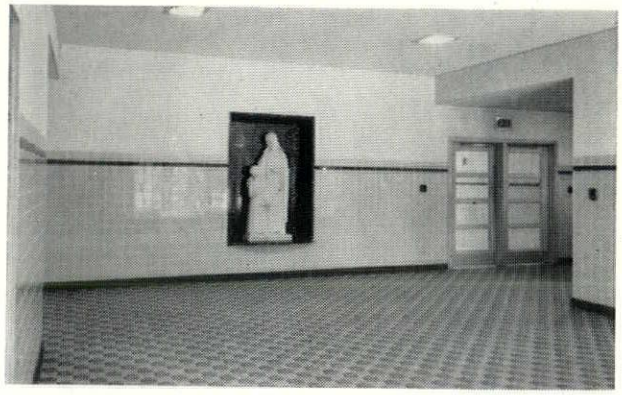

ROMANY real clay tiles, long a standard of distinctive quality, were used in the school's corridors and toilet room wainscoting. Their opaque, washable glaze and ability to resist water assure long life for wall areas.

SPARTA mossettes and pavers were used for the floor installation in the recently completed Holy Cross School at Kaukauna, Wisconsin. Affording unique variety, these tiles are known for their rugged non-slip impervious quality.

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LIFTED FROM ORANGE COUNTY (CAL.) A.I.A. BULLETIN

Elsie Dinsmore Rides Again

(Or, with The Rover Boys Aboard a Space Ship)

There seems to be an insidious move afoot to force the architect to revise his schedule of fees. Naturally, the first inclination is to rebel strenuously against such a move, but face up to it. It's stronger than all of us. Open rebellion is apt to fail whereas passive resistance or seeming compliance is quite apt to either bring the architect fatter fees or screaming demands for a return to the fee-based on-cost schedule.

For example: the phone rings. You answer: "Purblind Enchalada & MacGilhooley, Architects. Estancio MacGilhooley speaking."

A hesitant but dulcet voice enquires, "I would like some information about building a house."

"Yesss," you coo as you straighten your tie and smooth back your hair. "What did you want to know?"

"Well, how much would it cost for plans for a fourteen hundred square foot house?"

Now this is the catch question. The first impulse is to start the old educational rannygaroo; the sales pitch on fee-based-on-cost? But consider. How far has it gotten you in the past? The voice has always waited until you paused for breath and then slipped that third pitch right across the plate.

"Well, yes, Mister, er, Mister, er: what did you say your name was? Oh yes, MacGillicuddy. That's all very interesting, but what I mean is how much does it cost a square foot for plans?"

You don't know it for sure, but the chances are she was putting polish on her fingernails all the time you were at bat. And probably her toenails, too. But here's your chance for a double whammy. Take a tight grip on your lucky pocket piece (Mine's a Campaign Ribbon for the Mexican Border Campaign. What's yours? Pabst Blue Ribbon?) and dive right in.

"Ooooh," you oh, "I didn't understand your first question. I know what you mean now. Now as to the square foot cost of plans, that sort of varies. You see, it depends on the size of sheets (of drawings, that is) . . . We charge more per square foot for the bigger sheets because we can get more drawings on them, but on the other hand, if we use smaller sheets, although they cost less per square foot, it practically balances out because we have to use more sheets. Building Code requirements, you know." Be sure and drag Building Code requirement in every once in a while. It's impressive as hell. But don't overdo it. Don't stop for breath at this point, switch to specifications, if you wish, or stay on plans.

"Of course," you say, "we have to charge a little less per square foot for large scale details because they cover more square feet per detail; but unfortunately, it takes more square feet again. Now did you want your plans done with a hard pencil or a soft pencil?"

"Is there a difference in cost?" she'll ask, and if you've really poured it on, her voice will have a definite quaver in it by this time.

"Oh, my yes," you say. "Hard pencil is harder to work with you realize. Draftsmen want more money. They always prefer soft-pencil work. In fact, they always prefer soft work. Have you considered the weight fee? Miss, er Miss, what did you say your name was? (It's your turn now.)

"Mrs.," she says. (Too bad. Such a lovely voice.) "Mrs. Tartan Plaid. No. What is the weight fee?"

"Oh, that's the absolutely last word on charges for plans. We draw them up to your little heart's desire and you pay for them by the pound. Just like parcel post. And if they weigh beyond your budget, we just diet them down to size. Why, just recently we did a set of plans for a three swimming pool residence. Very prominent family, you'd probably know them, if I could mention their name. Three Jaguars and a Mercedes Benz with a litter of Volkswagens. Simply tremendous carport. Television in every bedroom ceiling and under the dining room table. Old man's a lush. But anyway, their plans weighed in at just a little under three thousand. Oodles of details and specifications. You never saw the like. Forty-three pages of General Conditions, and as you know, specifications are so damn dense — the weight of them alone is a considerable item. But you have to have them. Building Code requirements, you know."

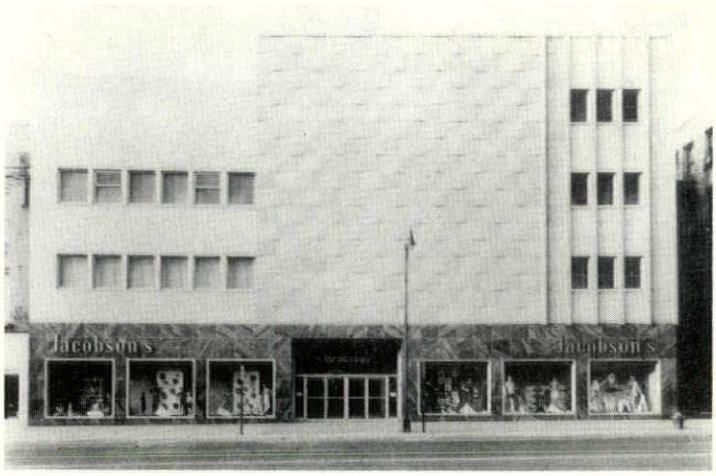
By this time she'll probably be thoroughly softened up or will have hung up. If she's softened up, she'll probably say, "But, Mr. McGilligan, isn't there some simple way like f'rinstance figuring a fee based on the cost of the building? I mean, couldn't you work out a percentage of the contract price, or is that too difficult?"

"Well, yes," you must sound skeptical at this point and very unenthusiastic. "Yes. I suppose that could be done. But it's rather unique. And I wouldn't like it to get out that I had been guilty of such revolutionary practice. But we can try it, if you think it fair."

See how it works? The triple switch. It's worth a try anyway. But if one of those characters who sounds like he was talking around a frayed cigar calls and says, "How much for a set of plans for a duplex? I got to have 'em before the end of the week. I'll give ya three-fifty 'cause that's what I got budgeted. Just need enough to get by the Building Department." Don't waste your breath. Just say, "I'm sorry. I must have dialed the wrong number."

Hang up and go to the corner for a cuppa coffee.

There's a lot to be said for basket-weaving — especially in this striking application of the familiar pattern. The designer's* accomplishment overcomes the problem of an empty, blank wall, providing texture and dimension in a surface that could have been totally uninteresting. *(A.I.A. Architect, A.O.A. Schmidt, Detroit, Mich.)



The media used to transform this building from a dull "before" into an exciting "after" were architectural porcelain panels — made by Davidson Enamel Products, Inc., E. Kibby St., Lima, Ohio — distributed and erected by Porcelain Building Products, Ann Arbor, Mich.

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MOSAIC TILE OPENS NEW WAREHOUSE

The Mosaic Tile Company of Zanesville, Ohio, America's Largest Manufacturer of ceramic floor and wall tile, have opened a new branch Warehouse, Office and Showroom at 4030 N. 126th St., Milwaukee 10, Wisconsin. The telephone number is SUnset 6-5620.

Tom Cantwell, who for the past four years has been the company's Representative for the State of Wisconsin and the Upper Peninsula of Michigan, has been named District Manager, and will continue to serve as Architectural Representative. A large and complete showroom, staffed from 8:00 A.M. to 5:00 P.M., is now available to the Architects and their clients, where all products of MOSAIC and its subsidiary factories will be on display.

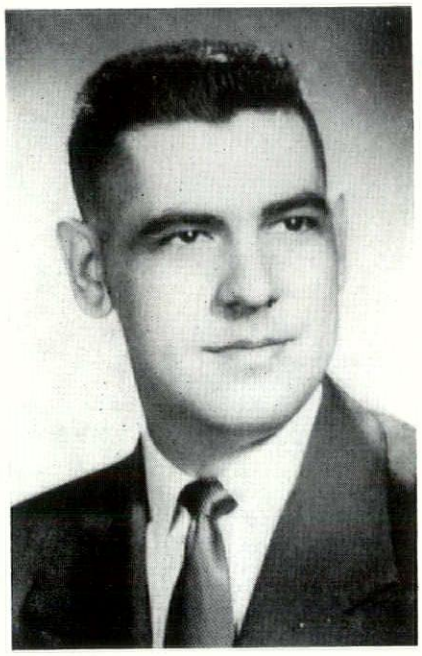
Among the qualities of mind and heart which conduce to worldly success, and which is so generally underrated in our day — it is courtesy.

Inland Steel Appoints a New Sales Engineer in State Territory

Raymond L. Totten has been appointed Sales Engineer in Wisconsin (except Milwaukee and surrounding counties) and upper Michigan by Inland Steel Products Company, Milwaukee, manufacturers of the Milcor line of steel building products and LOK-RIB Steel Buildings. He has been associated with Inland for the past 5 years, and was previously assigned as sales representative in the Milwaukee district.

Prior to joining Inland, Totten worked in the apprentice program of the Nordberg Company. He served 4 years with the Coast Guard during World War II, and one year with the Navy in the Korean conflict.

Totten attended Carroll College, Waukesha, Wisconsin, and Marquette University, Milwaukee.



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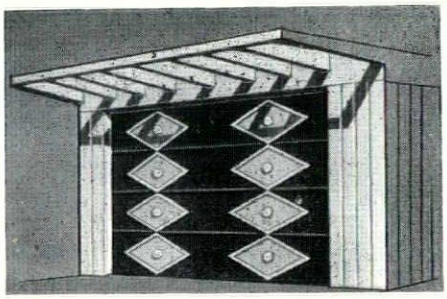

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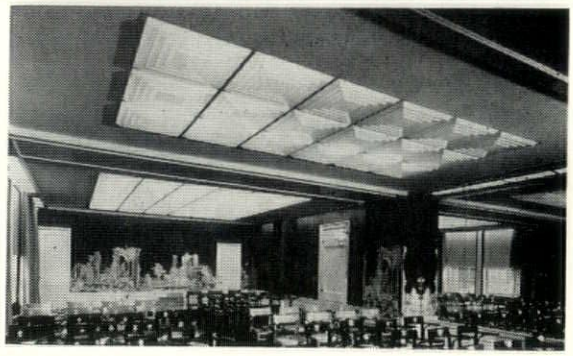

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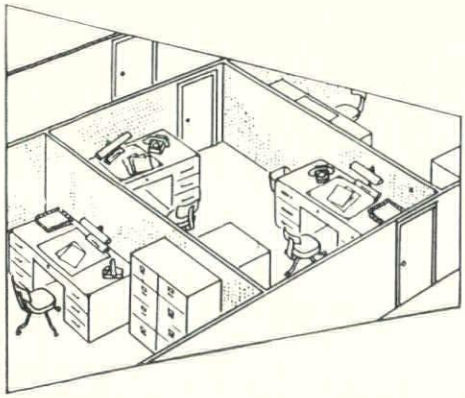

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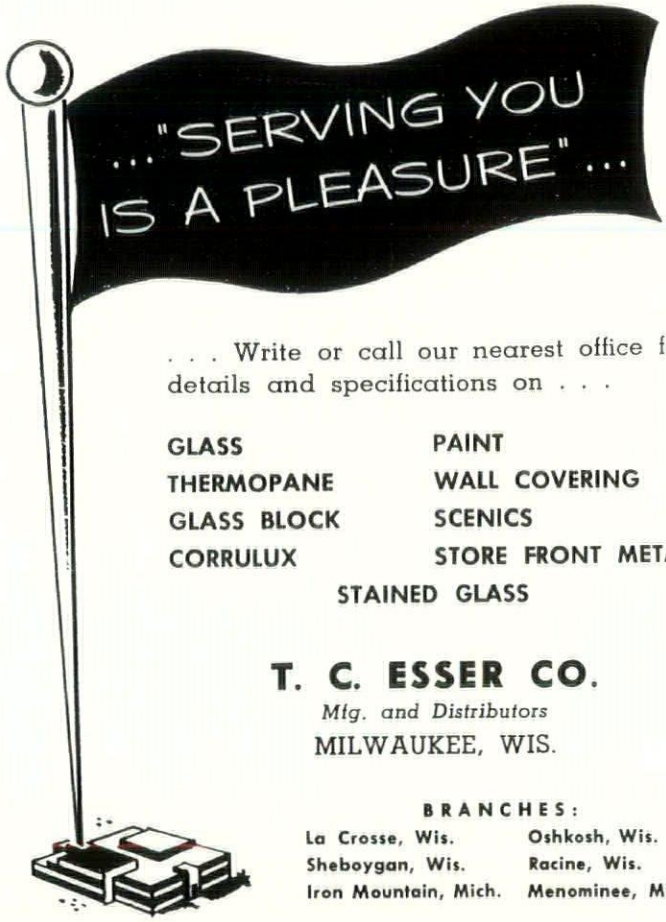

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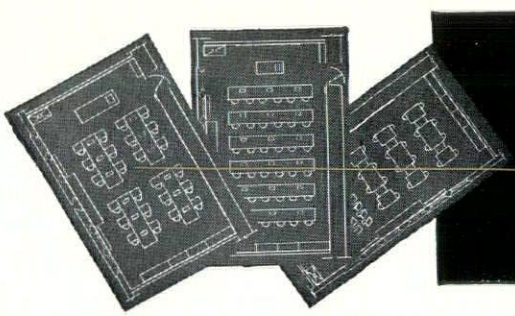

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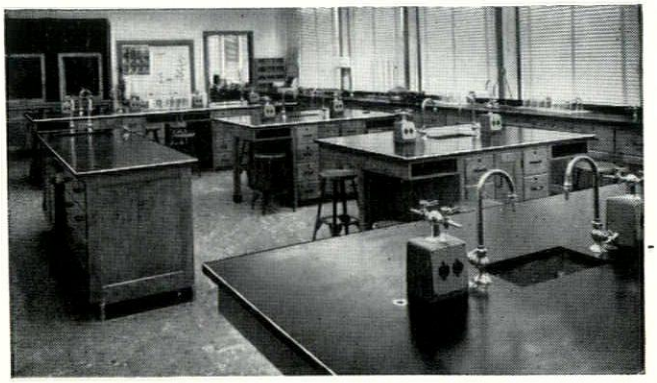

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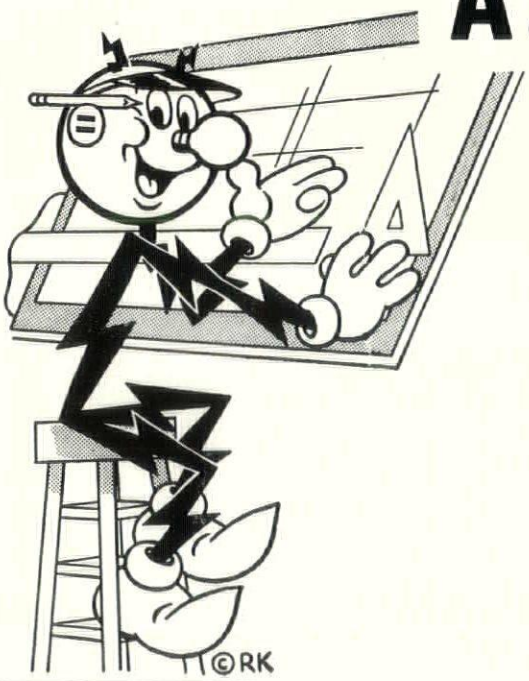

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See a graphic story of growing electrical requirements in all commercial buildings today.

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Because it serves both as a structural element and as a means for electrification, Milcor Celluflor was specified for use in the Transportation Center now under construction on the "Chinese Wall" site of the old Broad Street Station in Philadelphia's new Penn Center Development.

Although the building was originally designed for bar-joist and reinforced-concrete construction, plans were changed when cost comparisons showed that a "blend" of Milcor Celluflor and Floor Sections would do two important jobs in one installation — and for less money. The Celluflor "blend" design was specified for 15 of the building's 18 floors.

Other costs dropped, too. The Celluflor and Floor Sections were erected on beams set 1½ inches below the girder elevations, reducing the height of the building 2½ feet — a substantial saving in building materials.

These factors also influenced the change:

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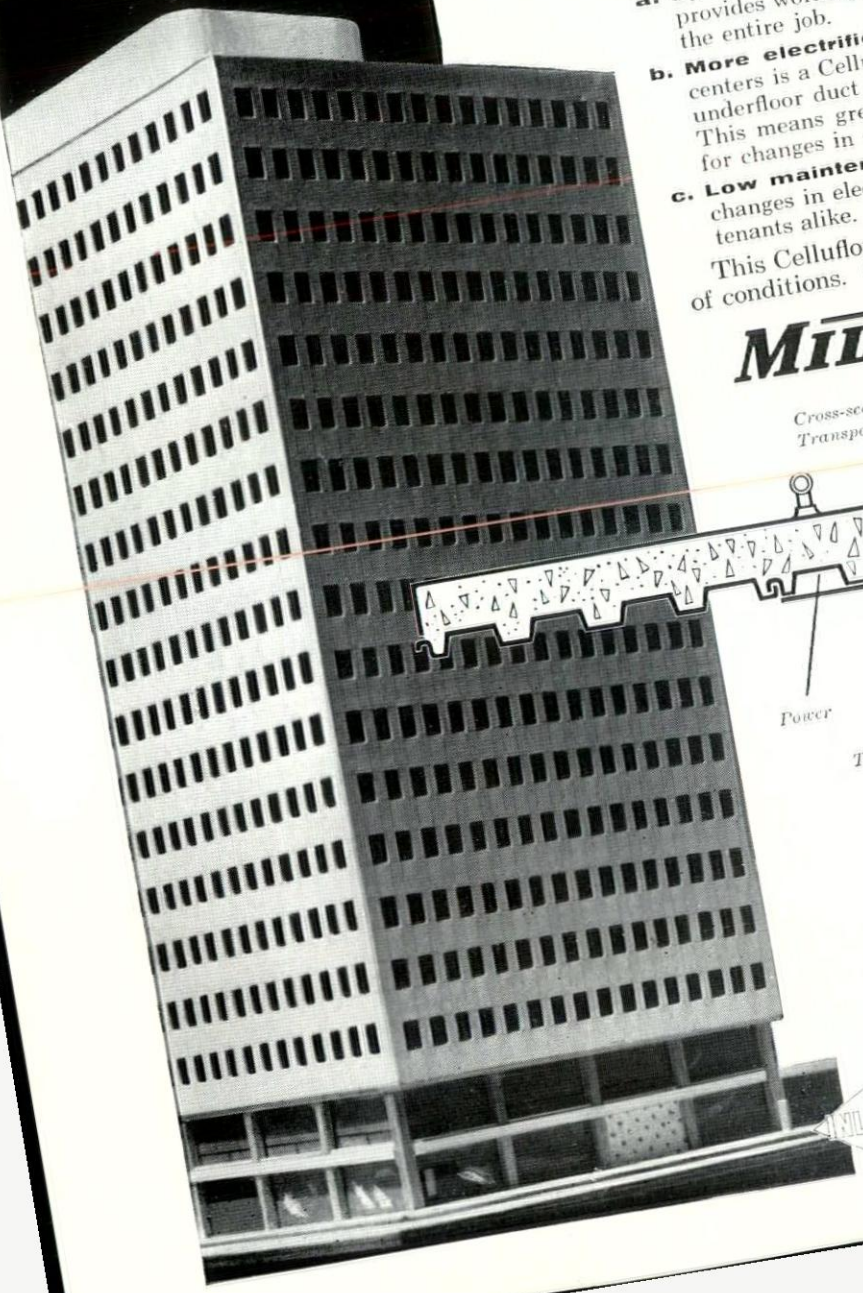
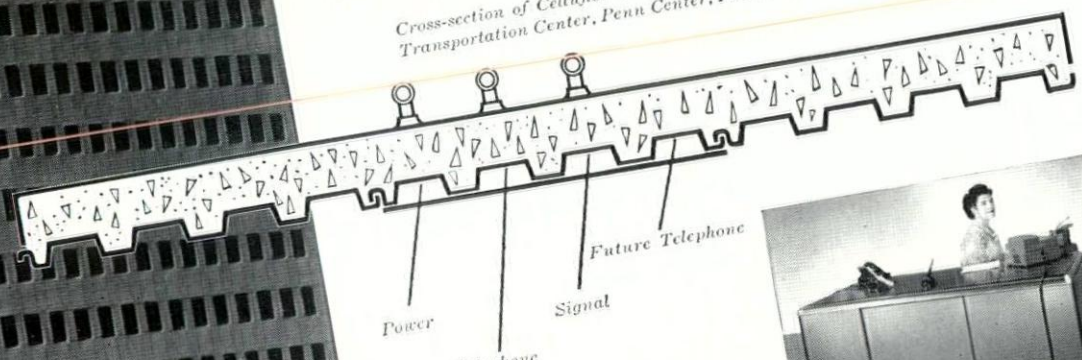


Cross-section of Celluflor installation in Transportation Center, Penn Center, Philadelphia, Pennsylvania



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